

### REMARKS

The present Preliminary Amendment is being filed together with an Request for Continued Examination.

Claims 1 to 20 are presented for examination. Claims 1, 9, 17 and 18 are independent. Claims 1, 2, 4 to 7, 9, 10, 12 to 15, 17 and 18 have been amended herein.

In the Official Action dated April 23, 2003, Claims 1 to 6 and 8 to 20 were rejected under 35 U.S.C. § 103(a), as unpatentable over U.S. Patent No. 6,172,719 (Kim), and Claim 7 was rejected under 35 U.S.C. § 103(a), as unpatentable over the Kim '719 patent in view of Official Notice. Reconsideration and withdrawal of the rejections respectfully are requested in view of the above amendments and the following remarks.

The rejections of the claims over the cited art respectfully are traversed. Nevertheless, without conceding the propriety of the rejections, Claims 1, 2, 4 to 7, 9, 10, 12 to 15, 17 and 18 have been amended herein more clearly to recite various novel features of the present invention, with particular attention to the Examiner's comments. Support for the proposed amendments may be found in the original application. No new matter has been added.

The present invention relates to a novel image display control system and control method for such a system. In one aspect, as now recited in Claim 1, the present invention relates to an image display control system having a controller for outputting a signal including at least a pair of video and acoustic signals, and an independent image display device for receiving a signal from the controller and displaying a corresponding image (see, e.g., tuner 2 and remotely located SED (flat type TV) 1 illustrated in Fig. 1). The image display control system comprises first detection means for detecting a first environment of the controller (e.g., telephone use detector 271) and second detection means for detecting a second environment of the image display device (e.g., one of a brightness detector 271, a noise detector 272, and a color temperature detector 173) (see

also, page 81, line 24 to page 82, line 4), first adjustment means, arranged in the controller, for adjusting a first characteristic of the image display device (see, e.g., Fig. 2, element 201, and Fig. 45), second adjustment means, arranged in the image display device, for adjusting a second characteristic of the image display device (see, e.g., Fig. 2, element 101, and Fig. 44), and control means for selectively operating one of the first and second adjustment means in accordance with each detection result of the first detection means and the second detection means (see, e.g., page 82, line 10 to page 87, line 16).

Independent Claims 9, 17 and 18 recite similar features with respect to a control method for such an image display control system, a computer program product for controlling operation of such a system, and a computer-readable storage medium which stores such a computer program.

Thus, the present invention permits the selective adjustment of display characteristics in a display device in response to changes in environmental conditions affecting independent components of the system, by selectively controlling adjustment operations of the components. By distributing adjustment operations among the components, optimal adjustments in response to changes in various environmental conditions selectively may be made by the component most appropriate to carrying out the adjustment.

Applicants submit that the prior art fails to anticipate the present invention. Moreover, Applicants submit that there are differences between the subject matter sought to be patented and the prior art, such that the subject matter taken as a whole would not have been obvious to one of ordinary skill in the art at the time the invention was made.

The Kim '719 patent relates to an automatic color temperature control device for a video appliance, and discloses a system including means for adjusting various characteristics of a display device. However, Applicants submit that the Kim '719 patent fails to disclose or suggest at least the above-discussed features of the present invention.

Initially, Applicants submit that the Kim '719 patent fails to disclose a system having a controller and an independent display device, including first and second detection means for detecting first and second environments, first adjustment means in the controller and second adjustment means in the display device, as disclosed and claimed in the present application. Rather, the Kim '719 patent is understood merely to disclose a system in which environmental temperature is detected, and all adjustment means are provided in the same device. (See, Kim '719, col. 4, lines 41-54; Fig. 2.).

Applicants note the Examiner's comments taking Official Notice that volume adjustment is well known in the art. However, Applicants submit that such knowledge fails to add anything to the Kim '719 patent that would make obvious the claimed invention.

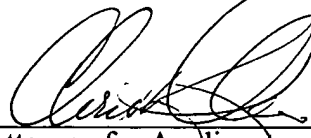
For the above reasons, Applicants submit that independent Claims 1, 9, 17 and 18 are allowable over the cited art.

Claims 2 to 8, 10 to 16, 19 and 20 depend from Claims 1 and 9, respectively, and are believed allowable for the same reasons. Moreover, each of these dependent claims recites additional features in combination with the features of independent Claims 1 and 9, and is believed allowable in its own right. Individual consideration of the dependent claims respectfully is requested.

Finally, by separate paper filed concurrently herewith, Applicants have submitted an Information Disclosure Statement identifying additional art that may be deemed important to the Examiner. Applicants believe that the present claims are allowable over the newly cited art. No new matter has been added.

Applicants believe that the present Amendment is responsive to each of the points raised by the Examiner in the Official Action, and submit that the application is in allowable form. Favorable consideration of the claims and passage to issue of the present application at the Examiner's earliest convenience earnestly are solicited.

Applicants' undersigned attorney may be reached in our Washington, D.C. office by telephone at (202) 530-1010. All correspondence should continue to be directed to our below listed address.

Respectfully submitted,  
  
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